

D7/313



NEW
95

NEW! Rubbermaid® Thermoelectric Cooler/Warmer

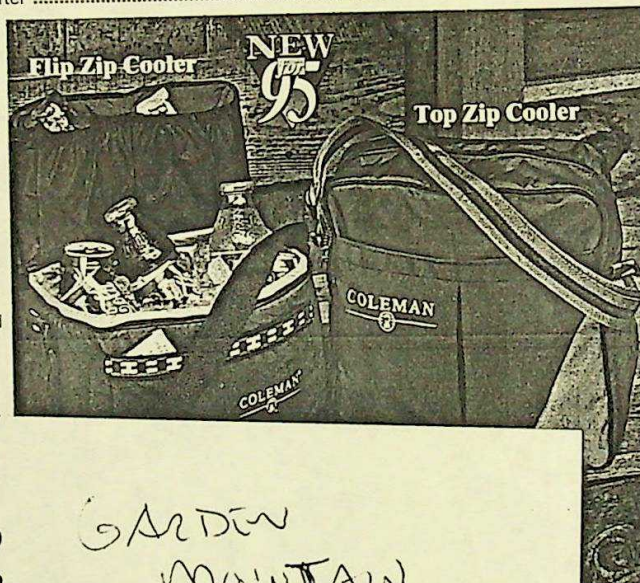
Eliminates the need for ice and offers handy warming option. Portable unit simply plugs into a 12v cigarette lighter for travel. Optional **Power-station™ Converter** allows 120v AC use in home or dorm. Cools to 40° below external temperature. Large 36-qt. capacity interior with adjustable shelf. 15⁵/₁₆"Wx16¹/₂"Hx23³/₄"L. Wt. 25 lb.

499 M 1461\$119.99
499 M 1462-Power-station Converter\$49.99

NEW! Coleman® Soft-Side Coolers

These do away with the weight and storage space hassles of hard-side models. Durable 420-denier nylon pack cloth exterior; interior features super-efficient foam insulation encased in FDA-approved heavy-gauge PVC vinyl liner. Include adjustable shoulder strap. Flip Zip cooler holds 2 six-packs plus ice; perfect for in the boat or at the beach. Top zipper opening travels along 3 sides for instant access. Includes double-lid pocket for extra storage, and outside pocket. 8³/₄"Wx12"Lx7"D. Wt. 1 lb. Hunter Green. Top Zip cooler holds 3 six-packs plus ice; plenty of room for all your outdoor activities. Top center zipper. Includes outside storage pocket. Measures 13¹/₄"Wx15³/₄"Hx5³/₄"D. Wt. 1.2 lb. Indigo Blue.

Flip Zip Cooler
421 M 1417\$17.99
Top Zip Cooler
421 M 1416\$24.99



NEW
95

Top Zip Cooler

GARDEN
MOUNTAIN
CAMPING CATALOG
Rec'd 3/15/95
P. 47

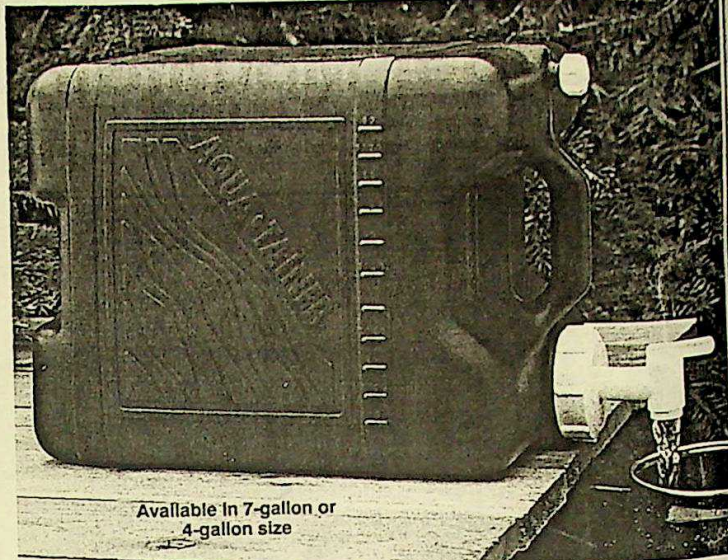


Wt. 4 lb. 8 oz.
421 M 0611

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outdoors.

Wt. 4 lb. 8 oz.
421 M 0611



Available in 7-gallon or
4-gallon size

Aqua-Tainer™ Water Carriers

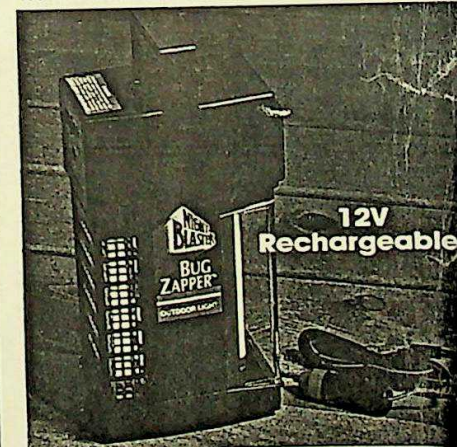
Made of food-approved polyethylene so there's no aftertaste or odor. Features a vent and an easy-to-use spigot with on/off switch; spigot reverses for transport and storage. Space-efficient rectangular design, ideal for camping, picnics and sporting events.

7 Gallon. 18"x12"x12".\$14.99
476 M 1402
4 Gallon. 11¹/₂"x12"x11".\$9.99
476 M 1403\$9.99



Collapsible 5-Gallon Water Carrier is durable polyethylene with a removable on/off spigot, 2 handles and S-hook for hanging. Folds flat when empty.

499 M 1458\$6.99



12V
Rechargeable!

The Bug Zapper™ All-Purpose Outdoor Light is a great camping companion. One side illuminates unwanted pests with a powerful 1/2-acre range Bug Zapper. The other side is a fluorescent lantern and a spotlight that doubles as a flashing emergency light with red lens (included); can be seen over 1/2-mile away. Runs on 12v source, 6 D-cell batteries or completely rechargeable with use of 6 rechargeable batteries; includes adapter and cord (batteries not included). Compact retractable handle. 11¹/₄"x5¹/₂"x3¹/₄". Wt. 1 lb. 4 oz.
473 M 5601\$29.99

ORDER TOLL-FREE

1.800.558.9410

M'wave accessories makers see color, shape heating sales

(Continued from page 47)

black microwave cookware line. "I think our black material is a nice departure," said Doug White, vice president of marketing for Nordic, explaining that the black products are also made of a more heat-resistant plastic. Since black is geared to select markets, Nordic has not experienced any competition with its existing products, a company spokesperson said.

Clarence Arpin, president of Endura, explained that the introduction of its "high intensity" black in January was in response to feedback from several European countries to which Endura exports. "Black is still a high style color," he said, noting that the company never expected black to replace white. When Endura introduced its new color, Arpin expected black to represent only five percent of its business; instead, it represents 10 percent.

"Color is only one aspect of fashion," explained Terry Van Valkenburg, merchandising manager for Anchor Hocking Plastics. "Consumers tend to like products that are more round than square." In response, Anchor Hocking rounded the edges on most of its products to add style and fashion, she said.

"Both fashion and shape are important," said John Davenport, director of marketing for EZ Por. "What the consumer was faced with were utilitarian shapes. We felt that there could be fashion for microwave accessories in terms of design." EZ Por, which recently introduced Servingware to its Micro Ease line, designed its new products with sculptured handles and oval and round shapes, as well as fashion colors.

Gael Pervilhac, marketing manager for Durand International's dinnerware and cookware department, predicted its Arcolam's design, versatility and durability would help it create a niche in the marketplace. Arcolam, which is made of a special vitro-ceramic thermal-shock-resistant material, is designed for use from freezer to tabletop. Pervilhac said Arcolam is also "very elegant serveware" that a consumer can bring to the table

because of its white body with swirl design.

Most manufacturers agreed that new colors and designs are becoming increasingly important in microwave accessories, but they also conceded that there are several obstacles created when already multitudinous assortments are expanded.

"Retailers should be careful about the number of vendors they can support," Chapman said. "At this time, retailers are trying desperately to consolidate the number of SKUs," he added.

With retailers limiting the number of SKUs they carry, Regal Ware has only added colors to best-selling items, such as its promotionally priced Cook & Save lines, according to Jerry McNabb, vice president of housewares sales.

"Dealers have to be selective," said Harry Roehm, president of Tara Products Corp. Retailers can limit their SKUs by knowing their customers and choosing only those products they're sure their customers will buy, he said.

To ensure sell-through at retail, Rubbermaid does extensive research before introducing a new color to identify the "right" colors for its products, Chapman explained. "I think retailers are looking for manufacturers to make the category easier to buy and easier to sell," he said.

To encourage retailers to test its colors, Anchor Hocking is allowing retailers to order colors whenever they want in addition to their regular orders. "We are really looking at new colors, at this point, as a promotional activity," Van Valkenburg said. If the color is well received, retailers may permanently take on the color or reserve it for occasional promotions. "I think the consumers dictate in the long run which colors are selected," she added.

Even though additional colors have created some excitement in the category, some consumers prefer no color at all. "Some are attracted by the addition of colors, while others like (the accessories) clear," said Marty Shaevel, vice president of sales and marketing for Sterilite, which manufactures clear micro-

wave accessories.

Tara recently created a line of Micro Clear, which is transparent plastic similar to glass, according to Roehm, who added that the product is convenient because the consumer can visually monitor the cooking process.

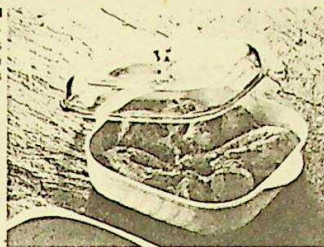
In addition to color and shape, several companies have experimented with patterns on microwave accessories. Ten years ago, Tara introduced three different patterns in its microwave cookware line. However, Roehm said the consumers preferred the cookware without

(See M'WAVE, page 56)

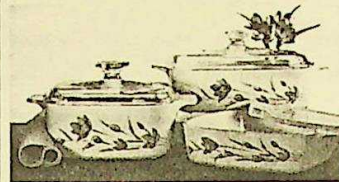


Nordic recently introduced black microwave accessories.

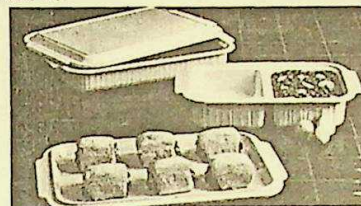
Durand International's Arcolam cookware comes in white.



Corning Ware's Peach Floral cookware complements its dinnerware line.



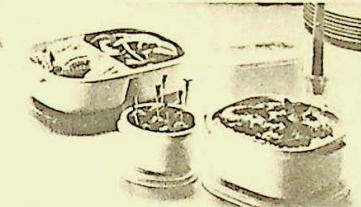
By packaging its products so that consumers can see the actual product, Anchor Hocking adds color to retail displays.



Rubbermaid offers several products with scalloped sides in classic white.



Regal Ware's line of microwave overware, available in mauve and slate blue, can be used in microwave and conventional ovens.



Eagle's Store 'n' Serve line is available in white, slate blue and mauve.



EZ Por's Micro Ease Servingware features eight items in slate blue, dusty rose and white.



The packaging for Endura's 18-piece Cook 'n' Serve set illustrates the cookware's fluted design.



REGAL purewater system™

Regal introduces its new Purewater System, and you can be sure it's going to do one thing exceptionally well: Clean up.

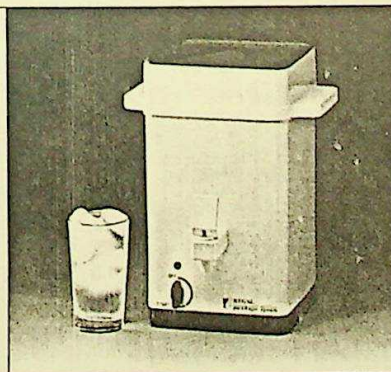


Regal Ware, Inc., Newkirk, WI 53040 USA

Purewater is a trademark of Purewater Science Inc.

AUG. 22, 1988

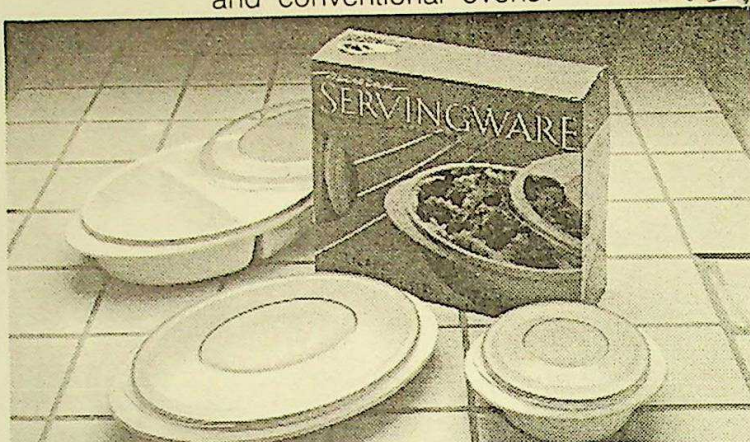
PAGE 52



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and conventional ovens.



EZ Por's Micro Ease Servingware features eight items in slate blue, dusty rose and white.



The packaging for Endura's 18-piece Cook n' Serve set illustrates the cookware's fluted design.

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HFD GAL[®] water system[™]

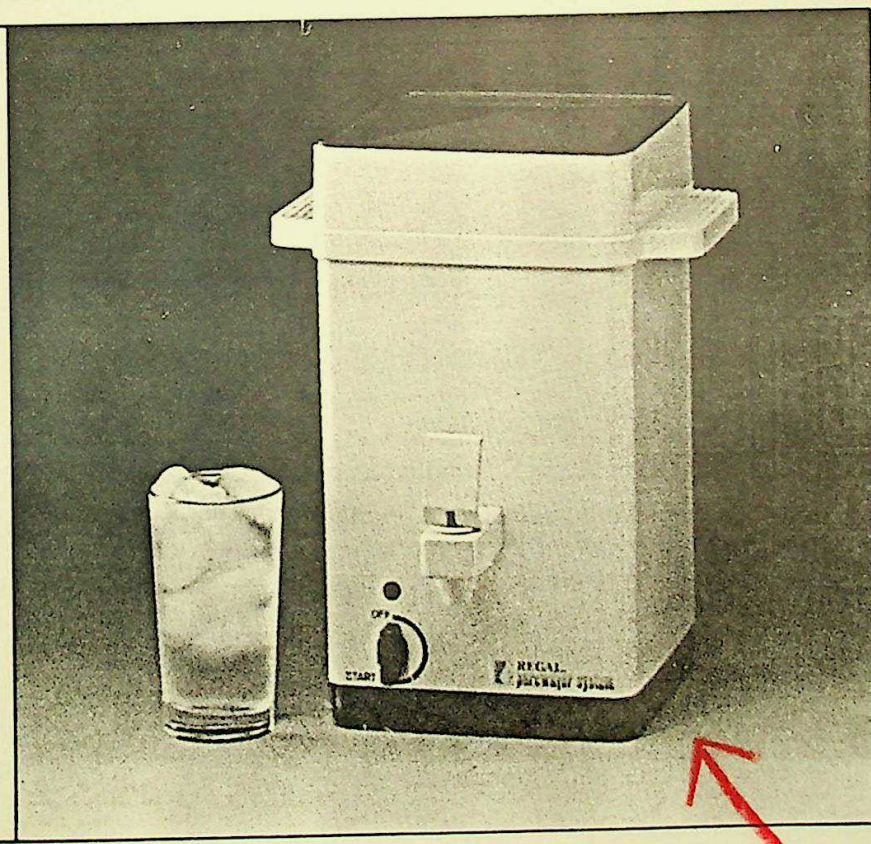
AUG. 22, 1988
PAGE 52

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Ware, Inc., Kewaskum, WI 53040 USA

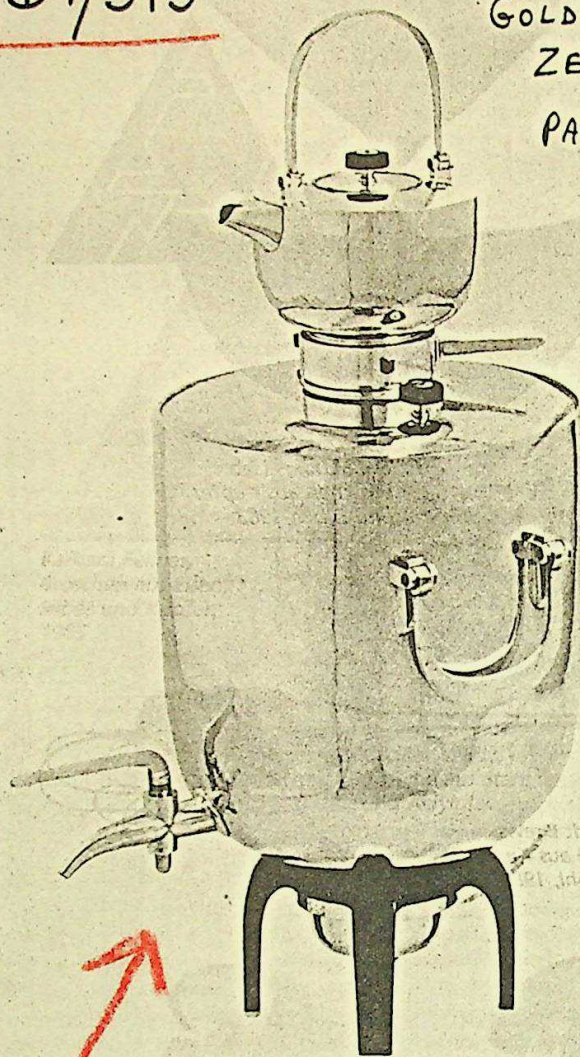
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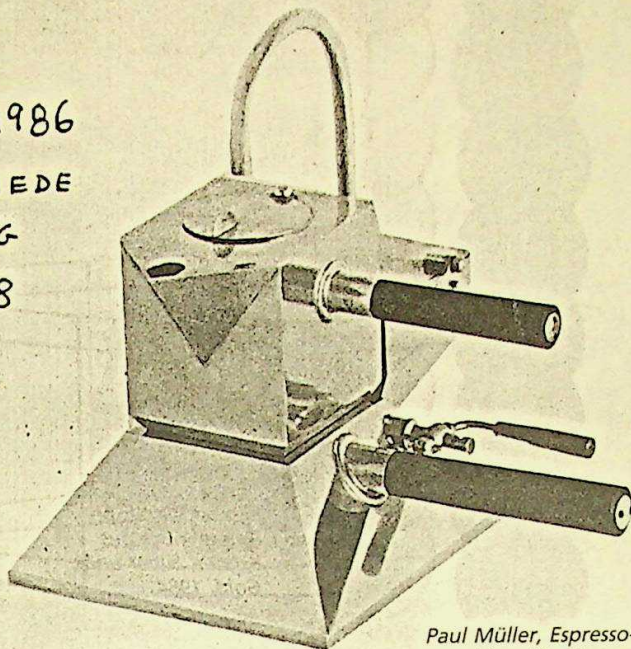
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p. 52
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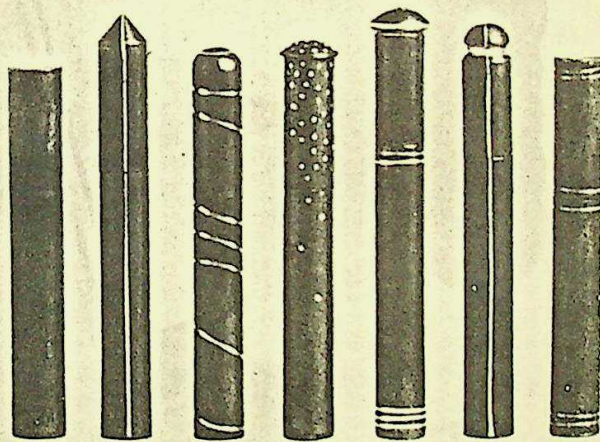
JANUARY, 1986
GOLDSCHMIEDE
ZEITUNG
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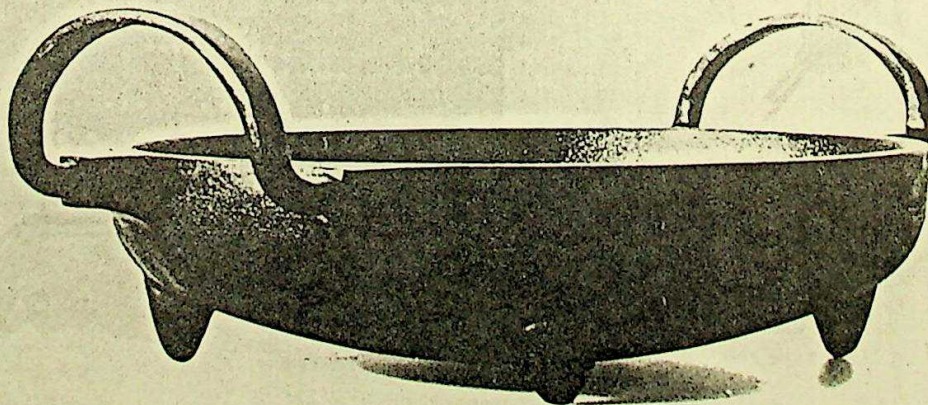
Stefan Epp,
Samowar aus Silber,
Fuß Stahlguß, 1982



Paul Müller, Espresso-
maschine, Messing,
innen versilbert,
Ebenholz, 1982



Brigitte Kammler,
Dosen aus Silber und
Kupfer, 1979



Berthold Hoffmann,
Schale aus Eisenguß,
1984

Meter-All Mfg. Co. Adds Eight New Reps

DALLAS, Tex. — W.E. Brown, Director of Meter-All Manufacturing Co., has announced the addition of eight new manufacturer's representatives to the company's roster, thereby providing sales coverage for this Dallas-based subsidiary of ALD, Inc. in virtually every area of the U.S.

The John Carroll Co., operating in Lakeville, Minn., will represent Meter-All in North and South Dakota, Minnesota and Wisconsin. William Blackwell, of Birmingham, Ala., will cover Tennessee, Alabama, Georgia and northwestern Florida.

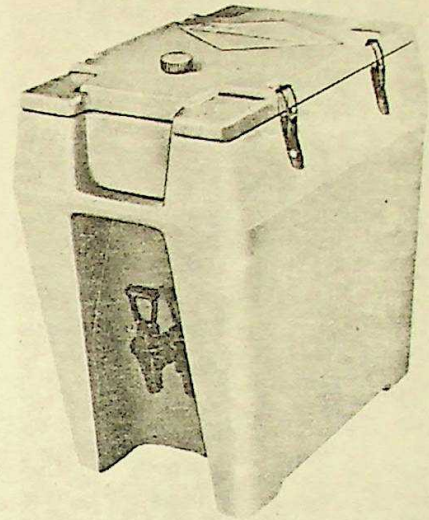
Rod Richmond, who headquarters in Houston, Tex., will be responsible for

his home state as well as New Mexico and Arizona. Covering Louisiana, Mississippi and Arkansas is William Smart, who resides in Metairie, La.

Meter-All's new representative in Illinois and eastern Iowa is Jack Davison, of Rockford, Ill. H.E. Newell, of Grand Rapids, Mich., will work in Michigan, Indiana and Ohio. Jeff Holmes, resident of Roseville, Calif., will cover his state, as well as Nevada, Utah, Idaho, Washington and Oregon. John A. Shoemaker & Co. will also sell for Meter-All.

Meter-All is a manufacturer of coin control mechanisms, electro-mechanical controls, timing devices, electronic metering and control systems, and chemical injectors. The company also produces custom designs for specialized applications.

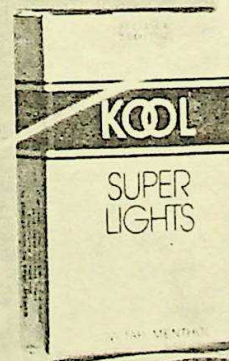
A LIGHTWEIGHT CHAMP: Now available from The Vollrath Co. is a five-gallon beverage carrier and server weighing approximately 16 pounds. This lightweight unit is made of double-wall polyethelene, with urethane insulation to keep hot or cold liquids at proper serving temperature. Features of the beverage carrier/server include built-in handles, gasketed cover with pressure latches and air vent, and a recessed spring-hinge faucet. This item may be of interest to in-plant feeders who are called upon to do small event catering. Further information on this unit can be obtained from: The Vollrath Company, 1236 North 18th Street, Sheboygan, Wisconsin 53081.



GFM Promotes Ron Duff To V. Pres., Purchasing

PHOENIX — Greyhound Food Management has promoted Ron Duff to vice president in charge of purchasing. His responsibilities extend into all areas of GFM's operations, including the Prophet Foods division for contract feeding, and the Post House division that operates in Greyhound bus terminals.

Duff joined GFM as purchasing agent for food products in 1967. He has been director of purchasing for the past four years. In his new capacity, Duff will pervise purchasing of all food and n-food products for GFM.



KOOL SUPER LIGHTS

A super success story.

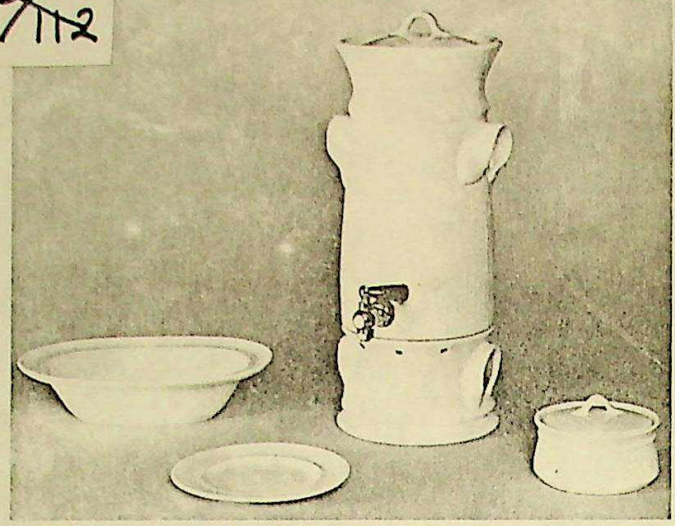
When we introduced 9 mg. 'tar'

Kool Super Lights cigarettes

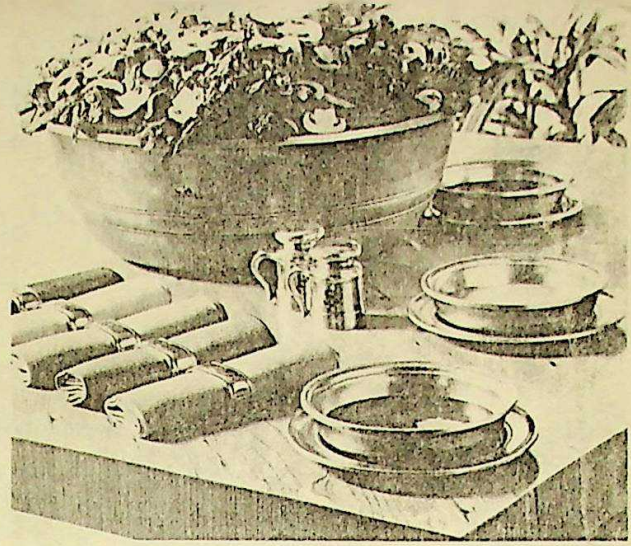
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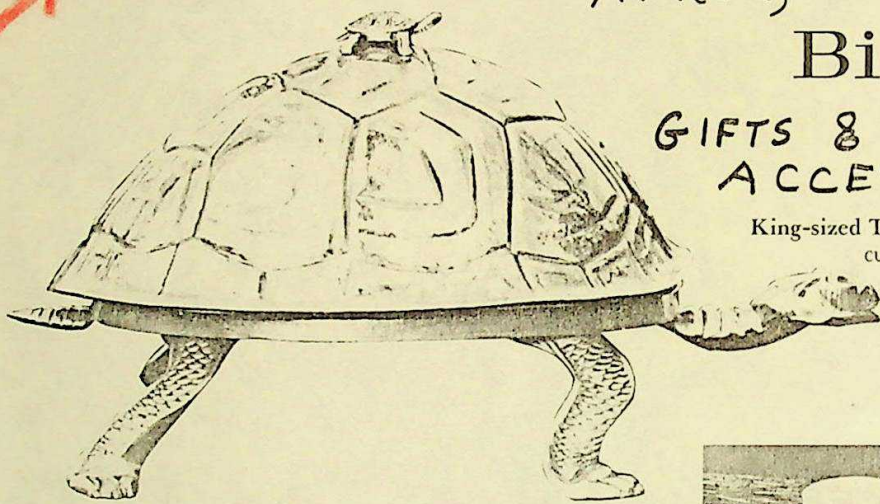
Beverage urn and warmer, white earthenware, \$59.95. Casseroles also available. Poppytrail by Metlox, 1200 Morningside Dr., Manhattan Beach, Calif. 90266.



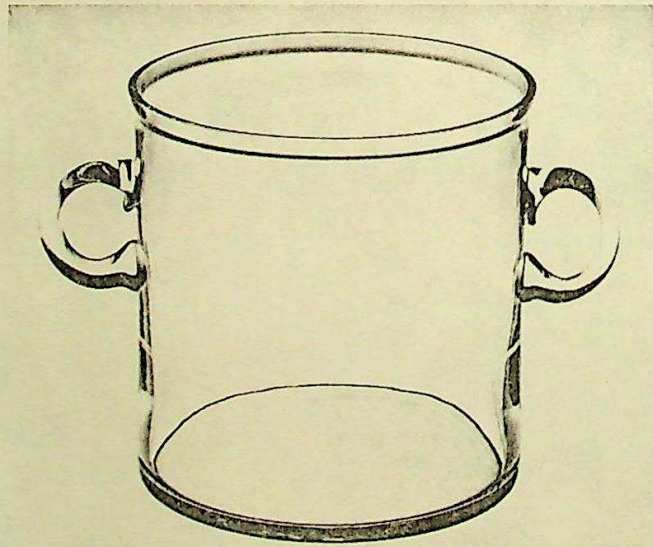
Super Salad Bowl in Syralloy holds up to 61 cups, 20-in. dia., 6½-in. high, satin or high polish finish, \$195. "Maker's Mark," one of three styles from Country Ware Corp., 4004 New Court Rd., Syracuse, N.Y. 13206.

APRIL, 1977 p. 92

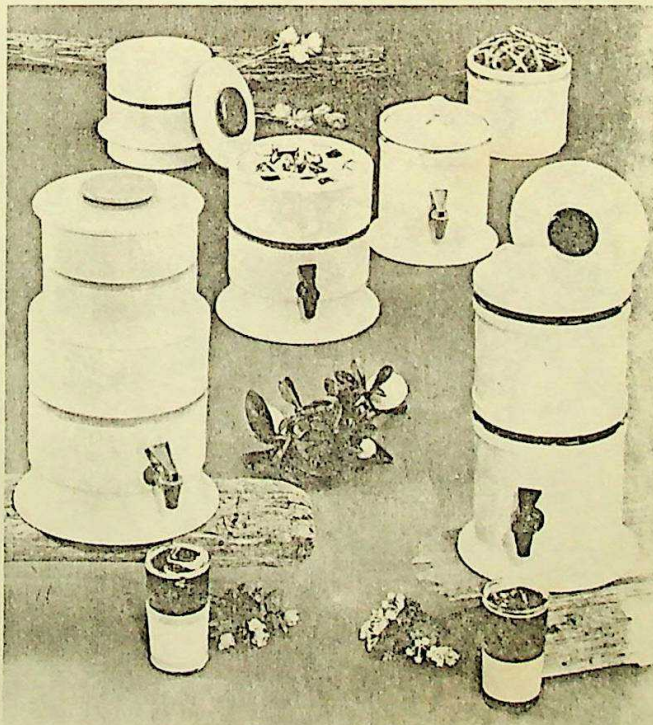
Big, Bold and GIFTS & DECORATIVE ACCESSORIES



King-sized Turtle serving piece. Shell lifts to reveal a walnut cutting board, 36-in. long. In cast Armetale, \$600. Bruce Fox design at Wilton Armetale, Columbia, Pa. 17512



Perfect oversized container for champagne . . . or a potted palm . . . utilitarian and decorative, too. Large glass pot, 12-in. dia., 12½-in high, \$175. Also in 8-in. and 10-in. sizes. Stölzle of Austria, at Irving W. Rice & Co., 11 E. 26 St., New York 10010.



Two-part drink dispenser in 3 qt. (\$27 retail) or 2 qt. (\$21 retail) sizes. Top holds ice or dry foods. Inner section holds hot or cold. Kover Klad Prod., 109 Lamar St., West Babylon, N.Y. 11704.

Why worry about the **HIGH COST OF BREAD?**

SAVE!! Make bread, Total Juices®, hot soups, all grain cereals, flour, instant dinners, salads, hamburgers, cakes, peanut butter, baby foods, bland diets, purees, party drinks, chopped ice ... freeze "ice cream."

"3600" VITA MIX® makes them all INSTANTLY ...
SIMPLE AS ONE, TWO, THREE ...

TOTAL JUICER®

The one that throws NOTHING away!

Now is the time to start saving money and the nutrition in your food

Use patented "impact" method—not old separation "throw-away" method.

U.S. Dept. Agriculture handbook says:

	extracted juice only*	peel and everything*
LEMONS (VIT. C)	90 mg.	346 mg.
ORANGES (VIT. C)**	109 mg.	319 mg.

**Fresh, ripe Cal. Valencias

*per pound of fruit

Now you can get up to the nutrients shown above the Vita Mix way.

("Peel and everything" is the VITA MIX® way)

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the easy way to make home made bread!
Whole kernel grains ground, mixed, kneaded and in the pan in 5 minutes, 1 to 20 loaves fast!

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- FLIP THE FULL IMPACT LEVER**
to activate patented, reversing motor. Hammer blades smash into foods—as they revolve and reverse—up to 1,000 times harder than any one-way appliance.
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serve Total Juice® "ice cream", hot soup—over 800 recipes—by dish, glass or by gallons. No lifting, pouring or lid handling. Continuous usage for the first time — right at the table. Large or small quantities.

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TOTAL JUICES!
COOKS!
FREEZES!

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- ☐ Self Cleaning
- ☐ Commercial Super Powered Motor
- ☐ Save Food, Time, Money—Now!
- ☐ Commercially Rated By Underwriters Lab.
- ☐ 265 MPH Blade Tip Speed — Instant head-on impact in safe, heavy, stainless steel concussion chamber
- ☐ Safest Stainless Steel Construction
- ☐ No Other Appliance Has Vita Mix® Features

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8615 Usher Road, Cleveland, Ohio 44138

YOUR NAME _____

ADDRESS _____

CITY _____

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ZIP CODE _____

propelled from above, giving it more power than an "undershot" wheel merely pushed by the natural current of the stream. He showed them how the wheel's revolutions were transmitted to the huge millstones, and how grain was fed between them through a hopper to be converted into flour by the grinding of the top stone, faced with cutting edges, against the nether stone. "The meal and flour we turned out made the richest bread you ever ate. Folks used to bring their grain to us from miles around, and we'd take a tenth as miller's toll. Oh, maybe it wasn't as easy as it sounds—there's an art to bein' a good miller, just like there is to anything worthwhile."

David sighed and looked around. "And now it's finished. I guess it would take a fortune to ever get it running again."

"Why, no," answered Uncle Calvin. "Oh, it might if you used a lot of fancy modern equipment. But doing it the old way, using nothin' but seasoned wood, all it would take is a lot of hard work and somebody who knows what he's doing. Of course, there's lots of the right kind of wood, up there in a shed behind the house. Been laying there for years. . . ." Then he muttered, "Hand me that big hammer, young man, please. Long as we're here, might as well knock this collar back in place."

They were still puttering around downstairs when Sara went upstairs to cook their supper on the wood range. She was thoughtful. All afternoon, she had been expecting Uncle Calvin's mind to slip away, as usual. But it had not. As long as it was focused on the mill, it had been as clear and sharp as her's or David's.

And it still was when, after some urging, she managed to get both of them, dirty and sweaty and happy, upstairs. After they had washed and sat down at the table, Calvin, looking around, said, "I'm glad you folks are happy here. It's good to have young folks that love one another in this place again. Miss Mary Lou would be pleased, too. Missy, I got an idea. There's lots of extra furniture up yonder at the big house that would make this place more homelike. Why don't you just pick out what you need and we'll move it down here in the truck. Especially that sewing machine." He laughed. "I won't be using that."

Sara protested, but he insisted. "Miss Mary Lou certainly would not object." And so, after supper, it was done; and she was pleased with the effect, and especially glad to have a decent mattress for the double bed.

The next day, Sunday, Calvin was at the mill before she could start for his house to cook his breakfast. "You know," he told David, "I thought all night long about how to fix that raceway out there. I believe we could rig that tackle to a tree and pull them fallen sections upright and brace the legs with posts."

David's face lit. "Let's take a look after breakfast."

Sara left them working outside while she put the finishing touches on the arrangement of the furniture. She almost had to force them to eat, and after supper they worked together making sketches, talking in mechanical terms she did not understand, as if they shared a secret

language. After Calvin had gone home, David said with admiration: "You know, that old man is *sharp*. With no formal training he's still a good engineer." From David, there was no higher praise.

That weekend set the pattern for days and weeks to come. Calvin was at the mill early every morning, puttering around while David was at his job. During the remaining daylight hours and every weekend, they worked together constantly. Neither ever said it in so many words, it was almost as if they were afraid the idea were too absurd to voice, but Sara knew they had set their minds on putting Dancer's Mill back in operation, as a hobby and just to see if they could do it.

Nor did she complain about the time they spent at this pursuit. Instead, she took pleasure in working alongside her husband when she could and found herself sharing his fascination with the challenge the mill presented. And, she told herself, it did not matter whether they succeeded or not. Because being involved was having a profound effect on both men.

David was wholly absorbed in the project, and she had never seen him happier or more contented; never had their life together been better than it was now, and that was enough for her.

But the greatest change was in Calvin Dancer. She understood now that his malnutrition had been not so much of the body as of the mind and spirit. Lonely, bored, his thoughts had had nowhere to turn but inward, to the past. Now, with a new goal, vigorous young friends to share it, and a chance to use his many talents, he shed his vagueness like an outgrown skin. Grappling with concrete problems made his mind clear and sharp, just as decent food and exercise made his body stronger, more resilient. Sara found herself delighting in his company. He taught her much about the countryside, and, of especial interest to a dietitian, showed her wild plants and herbs the country people had always used for food and how to prepare them. Together they caught fish from the millpond, planted a vegetable garden, and she was too busy to be bored.

Archie Blades, coming once a week now, was astonished and delighted. "It's a miracle. This is how I remember him from when I was little. Back then, I thought he was the finest man I ever knew, and I loved him."

Sara smiled. "I'll tell you a secret. So do we."

"Anyhow, far as I'm concerned, the place is yours, long as you want to stay."

But, one day, the question of how long they wanted to stay had to be faced. For, more rapidly than they had expected, their savings had grown. Counting money on the table, David said, "Well, that's

enough to fix the station wagon. We're back in business."

Something like a cold hand squeezed Sara's heart at the thought of leaving. "Are we?"

"Yeah. Only. . . ." David fingered the pile of bills, then looked at her oddly. "Look," he burst out, "would you be disappointed if we didn't leave right away? We'll be all right here for a while longer, and in just a couple of weeks more, we might even have the mill finished. I couldn't go before then and disappoint Uncle Calvin. He's got his heart so set on it."

Sara went to him, put her arms around him. "I don't care if we never go," she whispered.

He kissed her. "It's funny," he murmured, "but sometimes I don't either."

The next day was Saturday, and the mill rang with the sound of hammers, as the two men worked. Watching them, Sara heard a car stop outside.

Expecting Archie, she was surprised when a woman got out, striding briskly to the mill.

She was tall, slim, gray hair neatly set, clothes stylish, yet severe; and though thinner, harsher, her face unmistakably resembled Calvin Dancer's. Gray eyes raking over Sara in her work clothes were hostile. "I suppose you're Mrs. Marsh. I am Jane Blades."

Sara tensed. Calvin's sister, Archie's mother, and, in all the time they'd been here, it was her first visit to the mill. She knew that Archie had tried to keep their presence here a secret from the woman, as if, while loving her, he feared her; now Sara understood why. She understood, too, that in a small town it was impossible to keep such a secret forever.

"Please come in," Sara said, but Jane Blades had already shoved past her.

"Calvin!" Her voice rang through the mill.

Calvin Dancer, naked to the waist, grease-smeared, straightened up from the mechanism he was working on; and he and David turned. Seeing his sister, he smiled. "Hello, Sis. Glad to see you. Look, I'll bet *this* will surprise you."

Jane Blades looked around the mill, eyes pausing for a moment on David, then coming back to Calvin. "What do you think you're doing?"

"Why—why trying to get the mill running again."

"And whose idea was this?"

"I guess it's mine, Mrs. Blades." David stepped forward. "I'm David Marsh, this is my wife. And it's just a hobby. . . ."

"I know who you are," she snapped. "Calvin, what kind of foolishness is this? You're too old to be doing hard work like this. And even if you bring it off, what earthly use is it?" Her face softened a little, and she took his hand. "Now,

BAD RECEPTION?

Housewife greeting TV repairman at the door: "It's all okay now. We had put on each other's glasses by mistake."

—Dorothea Kent

Market Survey: FRESH FROM HOUSEWARES FACTORIES THIS MONTH



Morton A.
Netter

Hospitality Trays

Made by: Morton A. Netter, 1017 N. Front St., Philadelphia.

Selling Slants: Unusual trays in 6 different prints depicting hospitality and gaiety. They are 14 3/4" x 16 7/8" and come in assorted colors to retail at popular prices.

HOUSE FURNISHING REVIEW (Housewares)

Dazey De Luxe Can Opener

Made by: Dazey Churn & Mfg. Co., St. Louis.

Selling Slants: New De Luxe model can opener has many improvements over former models, most conspicuous of which is the provision made for swinging can opener to either side flat against wall when temporarily out of use. New model is fully as steady in operating position as former one which was riveted to its base plate. Like the old one, new unit is used in standard Dazey wall bracket from which it may easily be removed to put it entirely away or to free bracket for other Dazey kitchen helps. Entire mechanism for holding, puncturing and opening cans has been completely redesigned with greatly increased efficiency throughout. Device has been considerably dressed up, made more compact and more attractive in appearance. Cut surfaces on cans of all shapes are left smooth. Controlling springs are completely enclosed in dust-proof housings. Wearing parts are made of high carbon steel specially heat-treated for extra toughness and wear resistance. Other parts are of selected steel heavily cadmium plated. A bottle opener has been made part of the design and is so arranged that bottle will be upright when cap pops off.

Retail Price: \$1.79, chrome \$2.79 (6c higher west of Rockies)

HOUSE FURNISHING REVIEW (Housewares)

Permalloy Pressure Sauce Pans

Made by: National Pressure Cooker Co., Eau Claire, Wis.

Selling Slants: Cooker is made to cook foods at 15 lbs. pressure but works exactly like a sauce pan with a cover that fits on simply by placing it on top of pan and turning it slightly to lock. There are no bolts, hooks or locking mechanisms and the pressure gauge is a simple weight placed on the top. Constructed of Permalloy metal that is practically stainless and is easy to clean. Cooker will pay for itself in fuel saving alone. Saucepan comes in 2- and 3-qt. sizes.

HOUSE FURNISHING REVIEW (Housewares)

Nesco Water Coolers

Made by: National Enameling & Stamping Co., Milwaukee.

Selling Slants: Complete new 5 model line of modern water coolers, each featuring new standards in design and construction details. Built in 2, 3, 4, 6, and 8 gal. capacities, coolers are extremely compact, easy to set on small tables, benches or stands. Attractive white finish with contrasting black trim blends well with interiors. Features include: glass high faucet location; large nipple constructed tube, double-seamed to liner holding nut and faucet without soldering; hot dipped, double-seamed galvanized insert; 4 1/2" scientific base insulation and thick insulation all around; snug-fitting inset cover construction; hand-fitting knob; durable, baked japan finish; push button or lever type faucet; sanitary, leakproof and rustproof construction. Packed one to carton.

HOUSE FURNISHING REVIEW (Housewares)

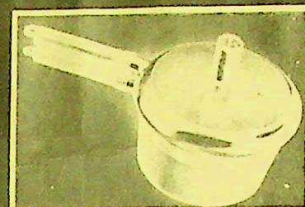
"Swing-A-Way" Knife Sharpener

Made by: Swing-A-Way Steel Products, Inc., Merchandise Mart, Chicago.

Selling Slants: New wall type knife sharpens knives to a razor-like edge quickly with little effort. It is a simple, easy-to-operate gadget with no gears. Device can be used on same bracket as Swing-A-Way can opener. Both swing back against wall when not in use. The two items can be sold together or separately doubling their sales possibilities.

HOUSE FURNISHING REVIEW (Housewares)

Natl.
Pressure



Cracker Rack

Made by: Everedy Co., Frederick, Md.

Selling Slants: Smart new table accessory called a Cracker Rack is an adaptation of last season's popular Toast Rack. Gift item stands a bare 2" above the table, yet its 12" length provides ample room for a complete serving of saltines or toasted crackers. Extremely simple in design, by Ray Rice Hutcheson, rack resembles long V-bottom receptacle of highly polished chrome, supported on two semi-circular feet of native walnut. At either end, dainty bead chains of chrome keep crackers neatly in place. Sells in popular price range.

HOUSE FURNISHING REVIEW (Housewares)

"Wear-Ever" Covered Sauce Pans

Made by: Aluminum Cooking Utensil Co., New Kensington, Pa.

Selling Slants: New covered sauce pans made of "Wear-Ever" aluminum have Bakelite handles, properly shaped for firm grip. Handles are welded on, no rivets are used, and they are placed for proper balance. Sauce pans come in 2, 3 and 4-qt. sizes. Graduations by quarts are shown on outside of sauce pans.

Retail Prices: 2-qt., \$1.29; 3-qt., \$1.49; 4-qt., \$1.79; higher in far west.

New fancy ring mold in aluminum is designed for making gelatin desserts, salads, etc., when served at table. Made in soft, satiny Alumilite finish which resists staining and is easy to keep clean, swirl design on top is strikingly beautiful. Sturdily constructed, mold holds its shape. Same shape is also available in small, individual molds.

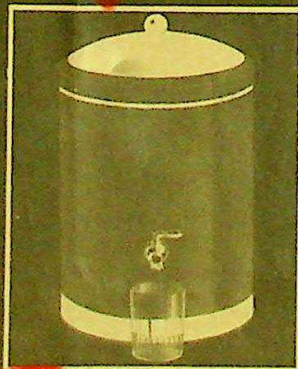
Retail Price: 75c, higher in far west.

HOUSE FURNISHING REVIEW (Housewares)

(Continued on page 60)



Dazey



Nesco



Wear-Ever



Swing-A-Way